

PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

12-0210R

RESOLUTION AUTHORIZING A SERVICE AGREEMENT WITH THE
DULUTH SUPERIOR AREA COMMUNITY FOUNDATION RELATED TO THE
COMMUNITY PARKS AND RECREATION PROGRAM.

CITY PROPOSAL:

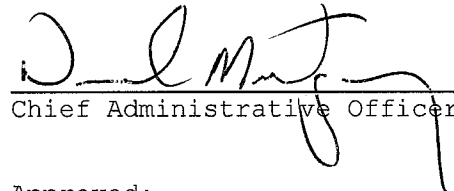
RESOLVED, that the proper city officials are hereby authorized to enter into a three year service agreement, substantially in the form of that on file in the office of the city clerk as Document No. _____, with the Duluth Superior Area Community Foundation related implementation of the community parks and recreation program, in the amount of 2.5% of the total grant distributed in any contract year but not to exceed \$2,500.00 in any contract year, payable from Fund No. 205-130-1219-5310 (Parks Fund, Community Resources Department, Parks Operating Division, Contract Services).

Approved:



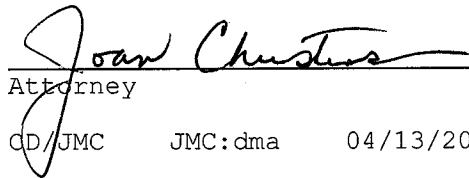
Department Director

Approved for presentation to council:



Chief Administrative Officer

Approved as to form:



Attorney

Approved:



Auditor

QD/JMC JMC:dma 04/13/2012

STATEMENT OF PURPOSE: This resolution authorizes an agreement with the Duluth Superior Area Community Foundation (the "Foundation") to assist with the implementation of a Community Parks and Recreation Program ("Parks Program"). The agreement sets forth the services to be provided by the Foundation with respect to the Parks Program including receiving and processing applications and assisting in the development of Parks Program guidelines.

The Parks Program seeks to maximize the benefits of Park Fund dollars in two ways: leveraging neighborhood volunteer efforts for immediate community benefit and leveraging private fundraising for perpetual community benefit. The Parks

Program is designed to provide up to \$5,000 per project for neighborhood-based "park enhancements and recreation services." Projects funded through the Parks Program may include parks and recreation equipment, supplies, improvements, and programs.

Additionally, the Duluth Legacy Endowment Fund is held by the Foundation to support public projects including parks and recreation. The Legacy Fund Advisory Board is being challenged to grow the Endowment Fund to \$1,000,000.00. To encourage gifts to the Endowment Fund, the release of funds to the Parks Program will be contingent on private donations to the Endowment Fund - for every \$2.00 donated to the Endowment Fund in the current year, \$1.00 will be made available for the Parks Program.

SERVICE AGREEMENT
DULUTH LEGACY ENDOWMENT FUND
OF THE DULUTH SUPERIOR AREA COMMUNITY FOUNDATION
COMMUNITY PARKS & RECREATION PROGRAM

This Agreement defines the conditions and services by which the Duluth Superior Area Community Foundation (the "Community Foundation"), with its Duluth Legacy Endowment Fund Advisory Board (the "Advisory Board"), will provide grantmaking administration, support, and advisory services to a Community Parks and Recreation Program (the "Parks Program") designated by the City of Duluth for the purpose of funding neighborhood-based "park enhancements and recreation services."

The term of this Agreement shall commence upon execution hereof by all the parties and shall continue for a period of three years, each year of this Agreement referred to as a "Contract Year". Notwithstanding the above, any party can terminate this Agreement without cause upon thirty days' written notice to the other parties.

Proposals to the Parks Program will be received and processed by Community Foundation staff who will convey the proposals to a Parks and Recreation Review Committee (the "Review Committee"), composed of Mayoral appointees from the Advisory Board, the City of Duluth Parks and Recreation Commission, the City of Duluth Parks and Recreation Division and the City Council. The Review Committee will review the proposals and forward final recommendations to the City of Duluth Administration and the Duluth City Council for approval.

Grant making guidelines for the Parks Program will be developed by the Community Foundation and City of Duluth staff, reviewed and refined by the Review Committee, the Parks and Recreation Division, and the Parks and Recreation Commission, then forwarded to the Community Foundation Board of Trustees for their information and to the Duluth City Council for approval.

Administration of the Parks Program shall be supported by the Community Foundation, in accordance with the terms of this Agreement, and any amendments agreed upon by the Advisory Board, the City of Duluth and the Community Foundation.

It is our understanding that the Community Foundation will undertake the following services:

- a) Communicate grant opportunity to potential grant applicants;
- b) Develop and administer grant processing policies, forms, procedures, and reports required of grant applicants and recipients;
- c) Respond to calls from neighborhood groups seeking assistance in the completion of application materials and guidance on crafting a strong proposal;
- d) Complete due diligence evaluation of submitted applications;

- e) Convey compiled applications with supporting materials to the Review Committee;
and
- f) Prepare and submit all reports required by law.

Charges will be billed to the City of Duluth on the basis of the actual hourly time expended by Community Foundation program staff on grant administration under this Agreement, up 2.5% of total grants distributed in any Contract Year, but not to exceed \$2,500 in a Contract Year, payable from Fund 205-130-1219-5310 (Parks Fund, Community Resources Department, Parks Operating Division, Contract Services).

CITY OF DULUTH

By: _____ Date: _____, 2012
Mayor

Attest: _____ Date: _____, 2012
City Clerk

Countersigned:

_____ Date: _____, 2012
City Auditor

Approved as to form:

_____ Date _____, 2012
City Attorney

By _____ Date _____, 2012
Jennifer L. Carey, Chair
Duluth Superior Area Community Foundation

By _____ Date _____, 2012
Daniel Markham, Chair
Duluth Legacy Endowment Fund Advisory Board

Community Parks and Recreation Program

The City of Duluth administration seeks to maximize the benefits of the Park Fund dollars in two ways:

- **Leveraging neighborhood volunteer efforts for immediate community benefit**
- **Leveraging private fundraising for perpetual community benefit**

Leveraging neighborhood volunteer efforts: The administration seeks to designate up to \$100,000 per year for a Community Parks and Recreation Program (the “Parks Program”) that will provide up to \$5000 per project for neighborhood-based “park enhancements and recreation services.” Projects funded through the Parks Program may include parks and recreation equipment, supplies, improvements, and programs.

Leveraging private fundraising for perpetual benefit: The Duluth Legacy Endowment Fund (the “Endowment Fund”) is held by the Duluth Superior Area Community Foundation (the “Community Foundation”) to provide support to the City of Duluth for public projects including parks and recreation. To increase annual support from the Endowment Fund, the administration has challenged the Endowment Fund Advisory Board to grow the Endowment Fund to \$1 million by 2020. To encourage gifts to the Endowment Fund, the release of Park Fund dollars to the Parks Program for neighborhood projects will be contingent on private donations to the Endowment Fund. For every 2 dollars donated to the Endowment Fund in the current year, 1 dollar will be made available for parks and recreation enhancements through the Parks Program the next year.

In order to jumpstart grant making, the City of Duluth will match previous gifts to the Endowment Fund by making \$50,000 available to the Parks Program in 2012 and 2013, respectively. Additional releases in 2013 and beyond will be on the basis of new gifts to the Endowment Fund.

Process: Applications/proposals to the Parks Program will be received and processed by the Community Foundation under a service agreement with the City of Duluth. The Community Foundation will convey the applications to a Parks and Recreation Review Committee (the “Review Committee”), composed of 11 mayoral appointees – 4 from the Endowment Fund Advisory Board, 4 from the City of Duluth Parks and Recreation Commission, 2 from the City of Duluth Parks and Recreation Division, and 1 from the City Council. The Review Committee will review the applications and forward recommendations to the Parks and Recreation Committee which in turn will forward the final recommendations to the Duluth City Council for approval.

Grant making guidelines for the Parks Program will be developed by the Community Foundation and City of Duluth staff, reviewed and refined by the Review Committee, the Parks and Recreation Division, and the Parks and Recreation Commission, then forwarded to the Community Foundation Board of Trustees for their information and to the Duluth City Council for approval.

Roles:

The Parks and Recreation Division will be responsible for:

- Ensuring that all funds are directed to projects that support the intent of the Parks Fund, the Parks Program, the Parks and Recreation Master Plan, and the micro-plans for individual parks and recreation units. Specific tasks include development of Parks Program priorities and preliminary review of all inquiries and proposals.
- Securing all necessary approvals from the administration, City Commissions, and the City Council. Specific tasks include support for the establishment and composition of the Review Committee, and City Council approval of the service agreement with the Community Foundation and all funding recommendations.
- Facilitating the meetings and deliberations of the Parks and Recreation Commission.
- Approving all program-related documents and procedures developed by the Community Foundation.

The Community Foundation will be responsible for:

- Informing potential applicants about the funding opportunity (contact information provided by the Parks and Recreation Division).
- Developing the application form, the final report form, application requirements, and the application review process for City approval.
- Receiving and responding to inquiries and completed applications.
- Responding to applicants seeking assistance.
- Confirming the completeness of applications and the eligibility of applicants.
- Compiling and conveying applications and supporting materials to the Review Committee.

The Review Committee will be responsible for:

- Reviewing applications and making funding recommendations to the Parks and Recreation Commission.

The Parks and Recreation Commission will be responsible for:

- Reviewing proposals and making final funding recommendations to the City Council.

Time table:

By April 16	Parks and Recreation Division delivers Parks Program priorities; master plan action steps; Mayor approval of the Review Committee composition including 4 Endowment Fund members, 4 Parks and Recreation Commission members, 2 Parks Division staff, and 1 City Councilor; editable copy of the City of Duluth Parks Program Application Form; and contact information for all community clubs and sports groups. Communicates with Pakou Ly about press announcement
By April 16	The Community Foundation delivers revised Parks Program application, policies and procedures; complete listing of all steps in the process; complete Parks Program Guidelines incorporating Parks Program priorities provided by the Parks Division
April 23	Announcement of Parks Program funding opportunity – press announcement and email broadcast
May 25	Parks Program application deadline
Wk of June 4	Review Committee reviews applications and agrees on funding recommendations
June 13	Presentation of recommendations to Parks and Recreation Commission
June 25	City Council approval of funding recommendations
June 27	Information to the Community Foundation Board of Trustees
October 1	Fall Parks Program application deadline